

August 19, 2003 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

03SN0300

Allen M. Twedt

Bermuda Magisterial District
2401 West Hundred Road

REQUEST: Conditional Use to permit a computer-controlled, variable message electronic sign.

PROPOSED LAND USE:

A computer-controlled, variable message, electronic sign, incorporated into a freestanding sign, is planned.

RECOMMENDATION

Recommend approval for the following reason:

The proposed computer-controlled, variable message, electronic sign, with the recommended condition, conforms to the Zoning Ordinance and adopted policy for such signs.

(NOTE: CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER MAY PROFFER CONDITIONS.)

CONDITION

In addition to Ordinance requirements, any computer-controlled, variable message, electronic sign shall conform to the following standards:

- a. Copy shall be limited to a maximum of two (2) lines which shall not move, but may fade;

- b. The copy display color shall either be white or yellow;
- c. The message or display shall be programmed or sequenced to change no more than once every ten (10) seconds;
- d. Flashing and traveling messages shall be prohibited; and
- e. Bijou lighting effects shall be prohibited. (P)

GENERAL INFORMATION

Location:

South line of West Hundred Road, west of Route I-95, and better known as 2401 West Hundred Road. Tax ID 799-654-9625 (Sheet 26).

Existing Zoning:

C-5

Size:

4.7 acres

Existing Land Use:

Commercial

Adjacent Zoning & Land Use:

North, South and West - C-5; Commercial
East - A and C-5; Vacant

UTILITIES

This request will have no impact on the public water and wastewater systems.

ENVIRONMENTAL AND PUBLIC FACILITIES

This amendment will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Southern Jefferson Davis Corridor Plan which suggests the property is appropriate for commercial use.

Area Development Trends:

The area is characterized by commercial zonings and land uses along this portion of the West Hundred Road Corridor. Commercial uses in this area are anticipated to continue in conformance with the Plan.

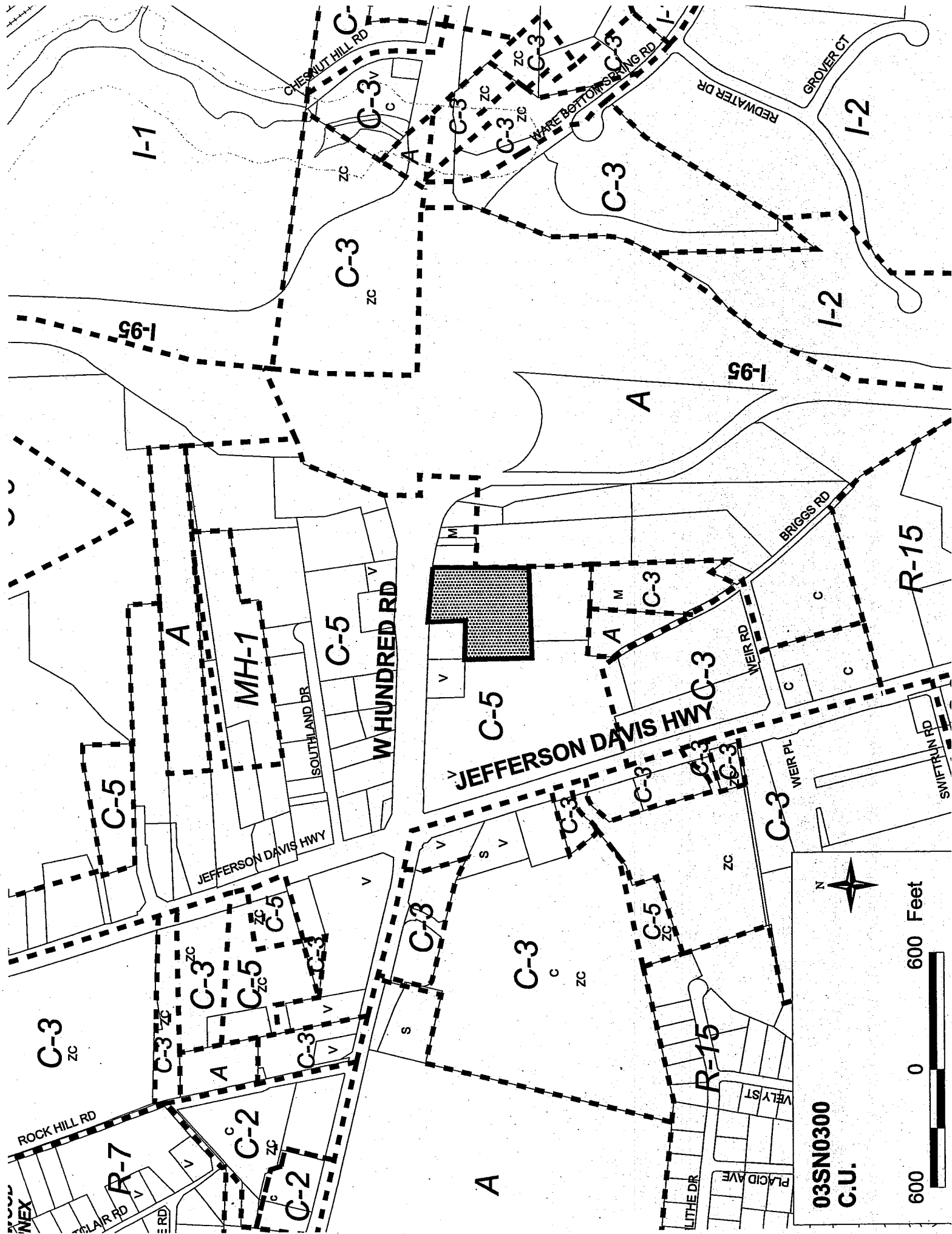
Sign Design:

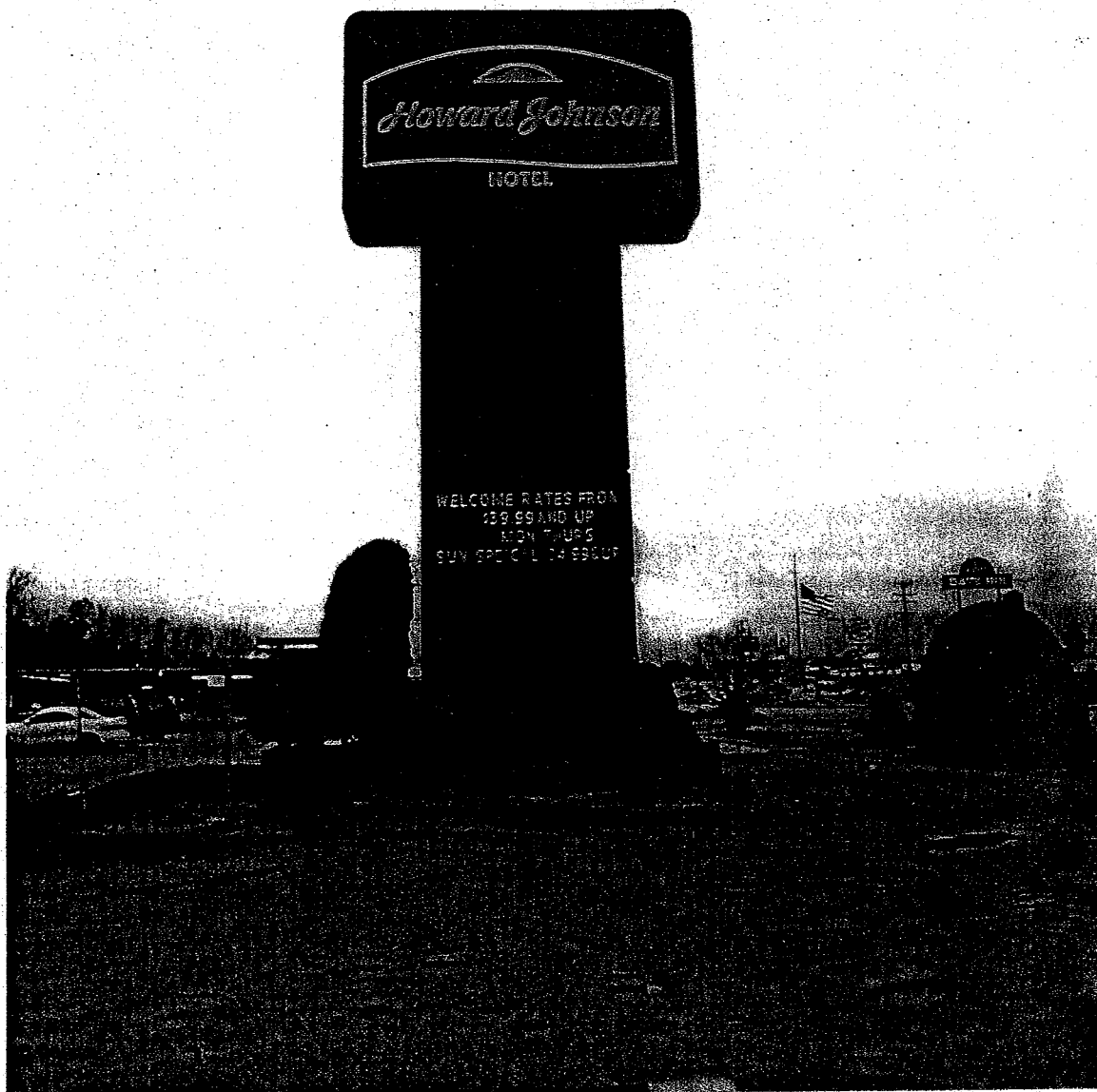
The applicant plans to incorporate a computer-controlled, variable message electronic sign into a freestanding sign. The proposed sign and computer-controlled, variable message electronic sign would comply with the requirements of the Zoning Ordinance and the adopted policy regarding such signs, if the recommended condition is imposed. It should be noted that the existing sign is 270 square feet in area and forty-nine (49) feet in height. This sign is legally nonconforming as to size and height. The Zoning Ordinance allows for the replacement of a nonconforming sign if the sign is brought into conformance or if the area and height of the sign are reduced by fifty (50) percent of the amount the size and height exceed the current Ordinance. The current Ordinance would allow a sign 93.75 square feet in area (including changeable copy) at a height of fifteen (15) feet. To meet Ordinance requirements, the sign may be reduced to the above noted sizes or the sign may be reduced to 176.25 square feet and no more than thirty-two (32) feet high. The proposed sign is depicted as having an area of 175.8 square feet and a height of thirty-two (32) feet and would meet Ordinance requirements.

CONCLUSIONS

The proposed computer-controlled, variable message, electronic sign, with the recommended condition, conforms to the Zoning Ordinance and adopted policy for such signs.

Given these considerations, approval of this request is recommended.

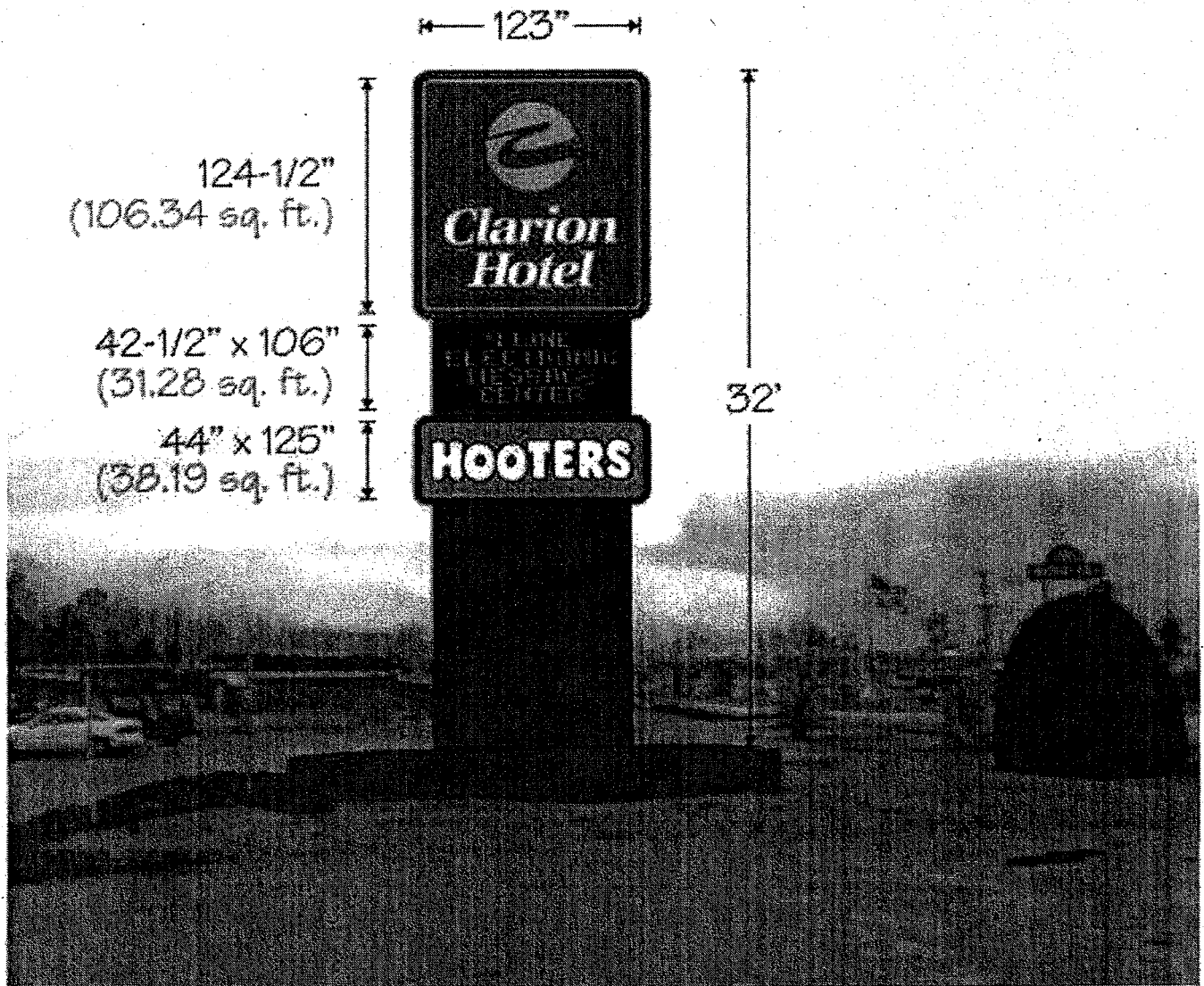




EXISTING SIGN TO BE REPLACED

03SNO300-1

(175.81 sq. ft. TOTAL)



PROPOSED SIGN

Holidaysigns

11930 Old Stage Rd.
Chester, Virginia 23836

Fax (804) 796-9454
(804) 796-9443

Client: CLARION HOTEL

Date: 3/1/03 Scale: 1/8"=1'-0" Filename: CLARION

Salesman: ALLEN Drawn By: C.M. Pages:

Revisions: Client Approval: